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Task One: Semiotic Analysis (Ryan's Task)

Images have the power to illude themselves to the human eye and make us see things, but not to what they truly are. They are purposely manipulated to allure us in and capture our attention to make us believe what the producer intended. We are all brought up to have a meaning to a sign and *"signs can take the form of words, images, sounds, odour, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning ... It is this meaningful use of signs which is at the heart of the concerns of semiotics"* (Chandler.D.1994). For example, we are taught that the colour green means go at a set of traffic lights, amber, slow down and red, stop. We react to these changes without thinking about it because that is what we are taught growing up; we are conditioned from birth to see in specific ways. Advertising uses semiotics to manipulate the buyer into thinking that the product they are offering will make them more satisfied with their lives or themselves. They photograph the object itself (a commodity) in an artistic or glamorous way to make us believe certain things about it, like it will better our lives but, it wouldn't. In 'A Barthes Reader' Barthe discusses that *"The photographic paradox can be seen as the co-existence of two messages, the one without a code (Denoted and literal meaning), the other with a code (Connnoted and the symbolic meaning)"* (Barthes.R. 1993, Pg.194).

In July 2014 the brand *Calvin Klein* released an advert for a fragrance '*REVEAL*' for both a male and female version, both with similar characteristics to attract the opposite sex.



Fig.1: Calvin Klein Mens REVEAL **Fig.2:** Calvin Klein Womens REVEAL

The advert focuses on making the viewer believe that the fragrance they are buying will attract the opposite sex in a sexual way making them more desirable. For the men fragrance, Charlie Humman is standing there quite powerful, with his arm wrapped around Doutzen Kroes naked, leaning against him and breathing next to his face. Anthony.J.Cortese believes that different cultures are attracted to different qualities, for example *"in some Indian Asian cultures thick eyebrows in women are thought to be sexually alluring"* but then goes on to discuss that *"in our culture a leaned, toned body shape in females is the mold"* (Cortese.A.2004). The same body language is used in the Womens advert but vice versa; the man is naked leaning against her with her arms wrapped around him. Cortese states in his

edition that “*females are drawn towards masculine power and strength displays; broad shoulders with a narrow shape defining the triangular shape and a thick muscular neck conveys a protector image*”. (Cortese.A.2004). Calvin Klein are giving their audience the impression they are going to get what they desire by buying this fragrance when really, it’s just going to make them smell nice for an hour. The name of the fragrance has an instant connection with you and is deep; the word ‘REVEAL’, they are telling you that you’re going to reveal yourself to someone special, especially with the sexual imagery supporting the name.

“Advertising doesn’t mirror how people are acting but how they are dreaming” - Jerry Goodis

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Fig.2: Calvin Klein Womens REVEAL. Available at: <https://www.instyle.com/news/charlie-hunnam-and-doutzen-kroes-strip-down-calvin-kleins-latest-fragrance-ad> (Accessed on January 1st, 2020)

Task Two: Manifesto (Julia's Task)

1. The new generation of designers need to be influenced by the impact on the environment not by what people desire.
2. Brands are losing customers to competition using environmental values.
3. Consumers need to stop buying clothes that are produced as 'fast-fashion'
4. Social media is having an impact on the mentality of buyers that once an outfit has been seen on them, they can't wear it again.
5. The fashion industry is constantly evolving with no end in sight, only progression.
6. Paper is getting wasted on fashion magazines in the new age of social media.
7. There needs to be a change in how we handle fashion waste, clothing, cut offs, unsold items.
8. Designers and manufacturers need to use sustainable materials to reduce the amount of waste they are generating.

3. “Fast-Fashion”

Consumers need to stop buying clothing that is produced as “fast-fashion”.

In the new age of shopping we are looking to buy products at an affordable price, at a fast pace and are looking for new products constantly as we get bored of what we got and desire more. However, the United Nations and Quatis discuss that the clothing industry emits more greenhouse gases than all the world's planes and ships; 80% of emissions stem from the production of our clothing. (*The Explorer*, 2019. *Norwegian fashion: Setting a sustainable standard*). Our routines and self-indulgence lead us to the constant need of new possessions but by not resisting and doing our research to know where our clothing is coming from we are all contributing to the rapid growth of fast fashion. We all have specific needs that we thrive from products and these are physiological needs, safety needs, love needs, esteem needs, and self-actualization needs (Maslow, 194) (Li Yongjian, et al. (2017) *Governance of sustainable supply chains in the fast fashion industry. Is part of European Management Journal*, October 2014, Vol.32(5), pp.823-836. P.p. 827). We have to stop putting our needs ahead of environmental and social factors that are occurring in front of our eyes.

6) “Online- Presence”

Paper is getting wasted on fashion magazines in the new age of social media and online presence



Fig.2 – ELLE Sustainability Issue

In September 2018 Elle magazine released ‘the sustainable issue’ addressing ‘how the fashion industry and consumers can make meaningful changes to the way they work’. The issue was printed on 100% recycled paper which is correlates with a change they made to their practices to use recycled set props as much as possible. Elle found out during research that 62% of the UK are more likely to buy an item of clothing from a brand that values sustainability, meaning brands and publishers need to focus more on sustainability otherwise they will lose customers to this who do. (*ELLE UK, 2018.ELLE UK Dedicates September Issue to Sustainability*). As we move on into the future Forbes have outlined that ‘Paper and other static fabrics do not provide the features that the future of advertising will come to depend on’ (*Forbes Communications Council,2018.,Does Print Still Have A Place In The Future Of Advertising*).If this already knowledge to these businesses then they can use this to work on ways in reusing what we have already got like ELLE, instead of contributing more to climate change... fashion can’t be the future if there Is no future.

8.) “Sustainable”

Waste and recycling methods can be used to produce sustainable fashion



Fig.2- Emma Watson MUA recycled dress.

The fashion industry is responsible for 4% of the world's waste (92 million tons) each year, more than toxic e-waste, meaning we should do more to reduce the amount of waste we are producing by using the motto "reduce, reuse, recycle". Brands like Calvin Klein have already been tackling this by designing and creating a dress for actor Emma Watson almost entirely out of plastic bottles, for the MUA awards. Young designers such as I should take influence from this and start to involve recycled materials into our products and ideas... we are the minds of the future and we should start taking world problems into consideration. As Emma Watson shared "Plastic is one of the biggest pollutants on the planet and being able to repurpose this waste shows the power that creativity, technology and fashion can have by working together" (Jessica Andrews, 2016. *Emma Watson's Met Gala Dress Was Actual Trash Literally*).

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Fig.3 – *Emma Watson MUA recycled dress*, Available at: <https://www.google.co.uk/amp/s/www.teenvogue.com/story/met-gala-2016-emma-watson-calvin-klein-recycled-materials/amp> [Accessed on 9th December]

Task Three: Reflection (Jon's Task)

As an aspiring surface pattern designer, I research and explore artists and trends that influence today's society. As a designer you must be aware of the issues that the world is facing and asking yourself what can I do to help solve this problem?

An artist who inspires me is the graffiti artist Banksy. The reason he is one of my favourite artists is because he uses his art to speak to society and not for money and fame, even though he is famous no one knows who exactly 'he' is. Due to the uncertainty of who Banksy really is it's hard to know exactly where and when he was born however, he is *"believed to have been born in Bristol, England, around 1974..."* And began his career as a graffiti artist in the early 1990s, in Bristol's graffiti gang DryBreadZ Crew" (*Biography.com Editors, 2014*). There is the discussion whether graffiti is art or vandalism? I see graffiti daily but it's the kind that is tacky, slapped on the wall by kids and can never understand, I think there's a line where graffiti does become art and that's when there is a deep meaning to the work. Banksy crosses that line by a mile.

As a graffiti artist Banksy creates his art on buildings for the public to see. He chooses wisely though, in accordance to what message he is trying to send. For example, Fig.1 is a creation by Banksy in Port Talbot where Europe's second largest steel producer TATA Steel is based. The pollution is so bad in that area that according to residents *"Last summer, people living nearby claimed black dust had never been so bad, leaving their homes filthy"* (*BBC News, 2019*). As Banksy creates his work to leave a message he usually focuses on a range of political and social themes. Here he has clearly focused on the pollution the steel works are pumping into our air by showing a young boy playing in the snow with his mouth open on one side of the wall, but when you move to the other side it's actually the ash coming from the works. He created this piece in neighbourhood in Port Talbot but it's in line with the steel works so when visiting it you instantly know what message he is trying to portray.



Fig.1- Port Talbot Banksy

His work is inspirational across the globe, he has turned vandalism into something influential to all of society. He is wanted by local authorities across the globe, so it makes sense to keep himself anonymous- *"he is aware of what the authorities would like to do to him - set an example and all that ...what you see on a wall boldly painted by someone often projects into the future; it's powerful and effective –*

and the status quo doesn't like it... they never have and never will, because they can't control it" (*Robert Clarke, 2012*). Banksy has been creating his work for us for over a decade, letting us see the world for what it really is but in reality, we all already know the issues our globe is facing he just shows us it through art and through *"his lens, at no cost and had a sense of liberation as result. The dude does it because it's what he does. End of."* (*Robert Clarke, 2012*)

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